



PLANNING THE FUTURE FOR KENTUCKY'S FISH AND WILDLIFE

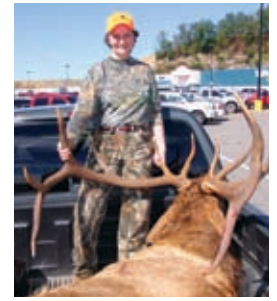


KENTUCKY DEPARTMENT OF
FISH & WILDLIFE RESOURCES



STRATEGIC PLAN
FISCAL YEAR 2008-2012





PLANNING THE FUTURE FOR KENTUCKY'S FISH AND WILDLIFE

MISSION STATEMENT

TO CONSERVE AND ENHANCE FISH AND WILDLIFE
RESOURCES AND PROVIDE OPPORTUNITY FOR HUNTING,
FISHING, TRAPPING, BOATING AND OTHER WILDLIFE-
RELATED ACTIVITIES.

CORE VALUES

The Department values:

- The heritage of hunting, fishing, trapping, boating and other wildlife-related pursuits;
- Conservation and recreation partnerships;
- Public participation;
- Professional service, integrity and accountability;
- Scientifically and socially responsible resource stewardship; and
- Sportsmen and sportswomen-nominated commission leadership.

VISION STATEMENT

The Department's ideal future will include:

- Healthy and diverse fish and wildlife habitats and populations;
- Ample opportunities to safely pursue hunting, fishing, trapping, boating and other wildlife-related activities;
- Dedicated, long-term and ample funding sources;
- Expanded partnerships in conservation and recreation; and
- An expanded user base that reflects Kentucky's population without compromising our heritage.



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STRATEGIC PLANNING GOALS

GOAL 1: TO CONSERVE AND ENHANCE FISH AND WILDLIFE POPULATIONS AND THEIR
HABITATS.

GOAL 2: TO INCREASE OPPORTUNITY FOR, AND SAFE PARTICIPATION IN HUNTING,
FISHING, TRAPPING, BOATING AND OTHER WILDLIFE-RELATED ACTIVITIES.

GOAL 3: TO FOSTER A MORE INFORMED AND INVOLVED PUBLIC.

GOAL 4: TO EXPAND AND DIVERSIFY OUR USER BASE.

GOAL 5: TO CREATE A MORE DIVERSE, EFFECTIVE AND EFFICIENT ORGANIZATION.

GOAL I: TO CONSERVE AND ENHANCE FISH AND WILDLIFE POPULATIONS AND THEIR HABITATS.



STRATEGIC OBJECTIVE 1:

*To improve fish and wildlife habitat on private and public waters.
To do this we will...*

- a. Urge the Corps of Engineers to reexamine and update winter-pool levels and minimum downstream flows for all their reservoirs in Kentucky by the end of 2008.
- b. Engage in the National Fish Habitat Initiative and submit potential projects for funding by the end of FY 2009.
- c. Develop and implement a reservoir habitat improvement plan by the end of FY 2009.
- d. Rehabilitate and deepen a minimum of one Department-owned lake by the end of FY 2011.
- e. Expand stream restoration projects, including Fees-In-Lieu-Of Mitigation projects, by 50 percent by the end of FY 2012.
- d. Expand the number of acres impacted in our private lands technical assistance programs by 25 percent by the end of FY 2012.
- e. Enroll 250 thousand acres in Farm Bill Conservation practices by the end of FY 2012.
- f. Increase private lands enrolled in WMA agreements by 100 thousand acres by the end of FY 2012.
- g. Convert at least 20,000 acres of fescue on private lands by the end of FY 2012.
- b. Develop and implement a terrestrial nuisance species plan by the end of FY 2008.
- c. Develop and implement prevention and response plans for targeted fish and wildlife diseases by the end of FY 2009.
- d. Develop and implement plans for restoration of imperiled species by the end of FY 2010.
- e. Research and identify the impacts of commercialization, competition, and animal confinement to fish and wildlife health by the end of FY 2010.

STRATEGIC OBJECTIVE 2:

*To improve fish and wildlife habitat on private and public lands.
To do this we will...*

- a. Enact legislation creating a Conservation Easement and Tax Credit Program by the end of FY 2010.
- b. Implement 5-year habitat improvement plans for all KDFWR Wildlife Management Areas by the end of FY 2010.
- c. Improve 10,000 acres of forestland habitat by the end of FY 2011.

STRATEGIC OBJECTIVE 3:

*To protect, enhance and restore riparian habitats.
To do this we will...*

- a. Increase the acreage enrolled in the Green River CREP by 25 percent by the end of FY 2008.
- b. Increase the acreage enrolled in the Wetland Reserve Program by 25 percent by the end of FY 2009.
- c. Develop a Mid-America CREP to include partnerships with at least two other states by the end of FY 2010.

STRATEGIC OBJECTIVE 4:

*To sustain and enhance the health of fish and wildlife populations.
To do this we will...*

- a. Develop and implement an aquatic nuisance species plan by the end of FY 2008.

STRATEGIC OBJECTIVE 5:

*To responsibly manage populations of fish and wildlife species.
To do this we will...*

- a. Develop and implement long-range plans for small game populations by the end of FY 2008.
- b. Develop and implement long-range plans for big game populations by the end of FY 2009.
- c. Develop fish management plans for all major public waters by the end of FY 2010.
- d. Develop a commercial fisheries plan that includes strategies for sustainable, non-conflicting use of the resource by FY 2010.
- e. Update the state wildlife action plan by the end of FY 2010.
- f. Increase hatchery production capability by 20 percent by the end of FY 2012.

GOAL 2: To INCREASE OPPORTUNITY FOR, AND SAFE PARTICIPATION IN HUNTING, FISHING, TRAPPING, BOATING AND OTHER WILDLIFE-RELATED ACTIVITIES.



STRATEGIC OBJECTIVE 1:

*To increase public land and water access.
To do this we will...*

- a. Build or renovate 7 boating access sites by the end of FY 2009.
- b. Establish a pond/lake leasing program by the end of FY 2010.
- c. Increase the number of wildlife viewing sites by 50 percent by the end of FY 2011.
- d. Increase the amount of KDFWR-owned land by 10,000 acres by the end of FY 2012.
- e. Develop 15 new bank access sites by the end of FY 2012.
- f. Increase the amount of public access acreage located within 50 miles of the Golden Triangle (Louisville, Lexington, and Northern Kentucky) by 10 percent by the end of FY 2012.
- g. Establish 10 new hunting opportunities in municipalities by the end of FY 2012.

STRATEGIC OBJECTIVE 2:

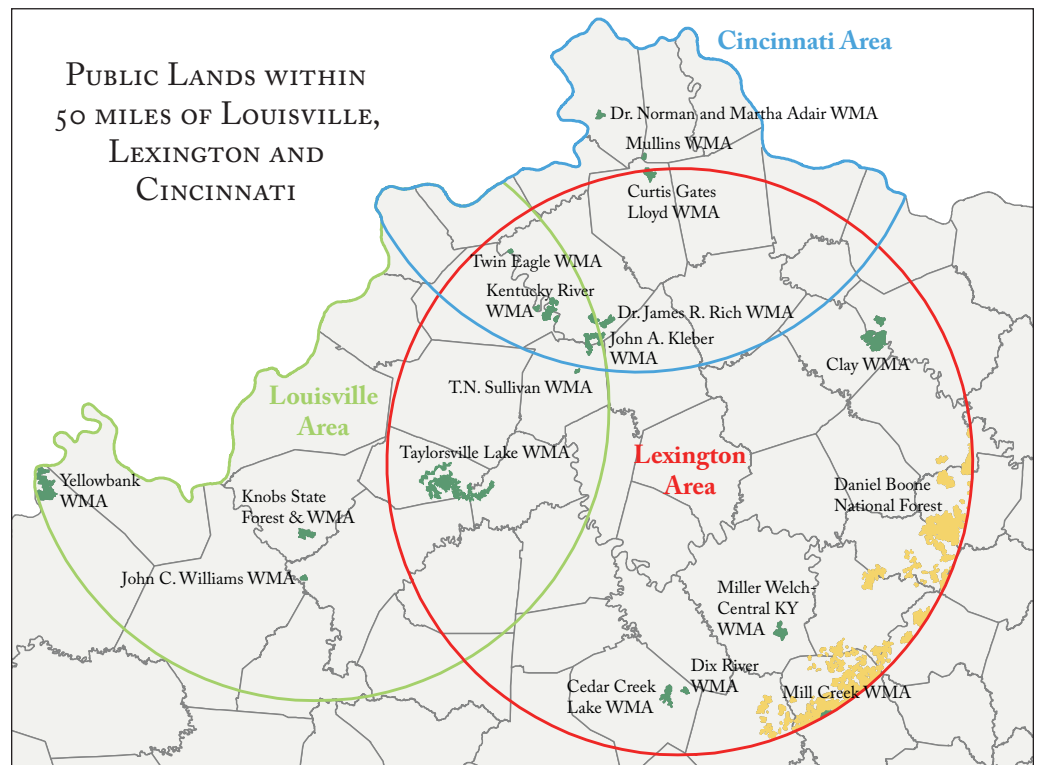
*To increase safety of all wildlife-related and boating activities.
To do this we will...*

- a. Reduce the number of boating fatalities by 15 percent by the end of FY 2012.
- b. Reduce the number of boating injuries by 25 percent by the end of FY 2012.
- c. Reduce the number of hunting incidents by 15 percent by the end of FY 2012.

STRATEGIC OBJECTIVE 3:

*To increase the quality of all fish and wildlife-related activities.
To do this we will...*

- a. Increase user satisfaction by at least 5 percent by the end of FY 2009.
- b. Increase the number of handicap accessible opportunities for fish and wildlife-related activities by 25 percent by the end of FY 2009.



GOAL 3: TO FOSTER A MORE INFORMED AND INVOLVED PUBLIC.



STRATEGIC OBJECTIVE 1:

*To improve public understanding of KDFWR policies, publications and regulations.
To do this we will...*

- a. Establish a two-year cycle for amendments to applicable KDFWR regulations by the end of FY 2008.
- b. Increase compliance of all wildlife and fishing regulations by 10 percent by the end of FY 2010.

STRATEGIC OBJECTIVE 2:

*To improve public understanding of conservation and stewardship of fish and wildlife resources.
To do this we will...*

- a. Evaluate and update the conservation education model utilized in Kentucky by the end of FY 2008.
- b. Increase the number of students exposed to conservation education by 50 percent by the end of FY 2011.

STRATEGIC OBJECTIVE 3:

*To increase public awareness of fish and wildlife programs and opportunities.
To do this we will...*

- a. Incorporate the agency's mission into a take-home message for every educational program and facility by the end of FY 2008.
- b. Develop educational material aimed at youth, women, minorities and novice participants regarding wildlife-related activities by the end of FY 2008.
- c. Develop and implement a public education campaign on the primary purposes and opportunities of WMA's by the end of FY 2008.
- d. Develop and implement a public education campaign on all technical assistance programs by the end of FY 2008.
- e. Develop and implement a new KDFWR public relations campaign and written plan by the end of FY 2008.
- f. Evaluate the cost of obtaining accurate boundary information for all KDFWR-owned lakes and wildlife management areas by the end of FY 2009.
- g. Develop and implement new public information and message presentations at the Salato Wildlife Education Center by the end of FY 2009.

h. Double the number of annual hits on our website by the end of FY 2009.

i. Update informational mail-out bro-

chures and materials by the end of FY 2009.

j. Increase the number of paid subscriptions of *Kentucky Afield* to 35,000 by the end of FY 2010.

k. Increase the viewership of "Kentucky Afield" by 50 percent by the end of FY 2012.

STRATEGIC OBJECTIVE 4:

*To increase public involvement in, and support for fish and wildlife management.
To do this we will...*

- a. Facilitate a web-based constituent support network by the end of FY 2008.
- b. Implement a schedule of at least five annual public meetings by the end of FY 2008.
- c. Establish and implement a rotating system for key KDFWR representatives to attend all district federation meetings by the end of FY 2008.

GOAL 4: To EXPAND AND DIVERSIFY OUR USER BASE.



STRATEGIC OBJECTIVE 1:

To recruit and retain more participants in all fish and wildlife-related activities.

To do this we will...

- a. Develop a statewide neighborhood fishing program by the end of FY 2011.
- b. Implement 10 new introductory programs for hunting, fishing, boating and

trapping by the end of FY 2011.

- c. Increase the number of youth participating in hunting, fishing, trapping, boating and other wildlife-related activities by 20 percent by the end of FY 2011.
- d. Reduce the “churn” in all hunting and fishing licenses by 50 percent by the end of FY 2012.
- e. Increase the number of license and

permit holders by 10 percent by the end of FY 2012.

STRATEGIC OBJECTIVE 2:

To increase the participation of minorities, females and families in hunting, fishing, trapping, boating and other wildlife-related activities.

To do this we will...

- a. Develop and implement a recruitment plan to attract families to participate together in wildlife-related activities by the end of FY 2009.
- b. Increase the number of females and minorities participating in wildlife-related activities by 10 percent by the end of FY 2011.

STRATEGIC OBJECTIVE 3:

To establish multi-use public access areas.

To do this we will...

- a. Establish at least one multi-use public access land-area by the end of FY 2009.
- b. Develop a separate funding mechanism for acquiring multi-use public access areas by the end of FY 2009.



GOAL 5: TO CREATE A MORE DIVERSE, EFFECTIVE AND EFFICIENT ORGANIZATION.



STRATEGIC OBJECTIVE 1:

To secure dedicated and ample long-term funding sources.

To do this we will...

- a. Establish a conservation camp alumni association to receive scholarship money, receive donations for camp construction projects, and assist in educational programs by the end of FY 2008.
 - b. Sell advertising in *Kentucky Afield* magazine by the end of FY 2008.
 - c. Define and implement use of the Conservation Permit by the end of FY 2008.
 - d. Secure complete sponsorship for "Kentucky Afield Television" by the end of FY 2009.
 - e. Enact legislation requiring documented vessels to pay a flat rate user fee by the end of FY 2010.
 - f. Secure outside match contributions for at least 50 percent of all development projects funded by federal aid by the end of FY 2011.
 - g. Increase the number of registered boaters in Kentucky by 10 percent by the end of FY 2012.
 - h. Implement the remaining recommendations by the Long-Term Funding Task Force by the end of FY 2012.
- Secure 1/8 of one cent sales tax to fund wildlife conservation
 - Provide means for all Kentuckians to pay for wildlife conservation

- Provide assurances that out-of-state people are buying out-of-state licenses
- Reduce the reciprocal period for out of state boats from 60 days to 30 days and require registration
- Amend KRS 150.081 in such a way that it would allow the Commissioner and the department to participate in issues and activities that the Commission approves, such as a ballot initiative

STRATEGIC OBJECTIVE 2:

To increase diversity of our workforce.

To do this we will...

- a. Increase workforce diversity to be representative of the available labor force for minorities and females by the end of FY 2011.
- ## STRATEGIC OBJECTIVE 3:
- To maintain a professional workforce.*
- To do this we will...*
- a. Enact legislation for conservation officers to receive training incentive pay from the Kentucky Law Enforcement Professional Fund by the end of FY 2008.
 - b. Increase the level of personnel management training provided to supervisors by the end of FY 2008.
 - c. Increase the level of leadership training provided to new supervisors by the end of FY 2008.
 - d. Evaluate the need for more technical and professional development training

provided to all employees by the end of FY 2008.

- e. Increase employee salaries to be competitive with surrounding states' fish and wildlife agencies by the end of FY 2010.

STRATEGIC OBJECTIVE 4:

To increase efficiency in department services.

To do this we will...

- a. Develop and implement a plan to address the 2008 retirements by the end of FY 2008.
- b. Develop and implement an interdivisional communication plan by the end of FY 2008.
- c. Develop and implement a manpower needs analysis process by the end of FY 2008.
- d. Develop and begin monitoring a customer/vendor complaint system and include quarterly reports by the end of FY 2008.
- e. Implement a process to draw and receive all federal aid reimbursement at least quarterly by the end of FY 2008.
- f. Expand and standardize KDFWR policies and training by the end of FY 2008.
- g. Establish a minimum of 3 regional offices for KDFWR employees by the end of FY 2012.



✧ KENTUCKY DEPT. OF

FISH & WILDLIFE RESOURCES ✧

WHO WE ARE

The Kentucky Department of Fish and Wildlife Resources (KDFWR) is an agency of the Kentucky Commerce Cabinet. Our nine-member commission is nominated by Kentucky sportsmen and sportswomen and appointed by the governor. This commission appoints the department's commissioner.

We employ about 500 people full-time, including Conservation Officers, wildlife and fisheries biologists, conservation educators, and information technology, public relations, customer service and administrative professionals.

Our Headquarters is located in Frankfort, but we work with landowners, hunters, anglers, boaters and wildlife enthusiasts statewide.

WHAT WE DO

We conserve and enhance fish and wildlife resources and provide opportunity for hunting, fishing, trapping, boating and other wildlife-related activities.

Every year, we:

- Enforce hunting, fishing and boating laws across Kentucky for resource protection and public safety.
- Manage about 1 million acres of public land and water for the benefit of all fish and wildlife species.
- Stock more than 4 million fish in public waters.
- Build and maintain public boat ramps, shooting ranges and bank fishing access areas.
- Assist more than 2,000 private landowners with fish and wildlife habitat improvement.
- Inform and educate more than 400,000 kids and adults through education and outreach programs.

HOW YOU HELP

The KDFWR receives no money from the state's General Fund.

You provide our agency's funding every time you:

- Buy a hunting or fishing license
- Buy a firearm, ammunition, or archery equipment
- Pay your boat registration fee
- Buy fuel for your boat

